

SeneGence

Dear Potential Distributor:

Thank you for your interest in the business opportunity *SeneGence* has to offer. The *SeneGence* product lines are some of the best and most innovative that has been introduced in recent years. As demonstrated on ABC's *The View*, on October 1st, *LipSense* leaves no color trace on coffee cups, the person one kisses, teeth, or clothes. Coupled with up to 10 hours of continuous lip color, the fixed color attribute is extremely appealing. *SeneGence* was also featured on *The Today Show* October 19th with our skin care line, *SeneDerm* showing its many beneficial properties and clinical results for seniors as well as people of all ages!

The most popular item in our line is *LipSense*. *LipSense* liquid lip color is comfortable to wear, and is exceptionally longwearing. The color *DOES NOT COME OFF!!* The product stays on even while eating, drinking, smoking, and kissing, etc. (*it will wear completely off in about 24 hours if not removed*). This is a bonus to any woman who wears lipstick and is constantly "eating it off", having to re-apply, etc. The sales potential here is due to high demand and lack of any other comparable product. Yes, the retail price is higher than in most stores for "similar" products, but once your client tries *LipSense*, they will know that this liquid lip color is exceptional and they will pay for the convenience and effectiveness of *LipSense*.

Once you learn about all the products in the *SeneGence* product line, such as *SeneDerm*, *MakeSense*, *BlushSense*, *EyeSense*, *ShadowSense*, *BrowSense*, *LashSense* and how they benefit your clients, you will be able to upsell and generate much higher profits. When your clients learn that all these fabulous new products have the same long wear, smudge proof, water-resistant, smear proof finish like they found with the *LipSense*, they will be thrilled and ready to try.

With your contacts, *LipSense* and *SeneGence* could bring a nice business opportunity to you. Think of all the women who would love products like these! The salons in your area are probably waiting for a new and innovative product line to share with their clients and bring a profit center to them. Salon owners are comfortable having sales people call on them, and they already have a retail clientele established!

If you have any questions regarding your first order or getting your new business growing, please feel free to call me.

I look forward to hearing from you.

Sincerely,

Veronica Kerney

Independent Distributor #12165

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